

November 20, 2024

*Examining the Effect of Weight-loss Product Advertising on Nutritional Choice and Physical Activity*

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Obesity is a major concern in the United States and is related to serious health conditions. Recently, there has been a rising interest in weight-loss products (drugs, supplements, and medical procedures). These have a significant market size in the US and weight-loss brands undertake significant advertisement expenditures. These ads may induce people to use weight-loss products as either complements to or substitutes for healthy choices. Thus, they could potentially have positive as well as negative impacts on beneficial health behaviors. This study investigates whether TV advertising related to such weight-loss products have spillover effects on people's nutritional choices and physical activities. Using a border identification strategy on advertising, product purchase, and mobility data, the authors provide causal evidence of the effect of weight-loss ads on nutritional choices and physical activity. The advertising effects are heterogeneous for demographics such as race and education with weaker (stronger) effects in populations having higher (lower) percentages of Black Americans (non-college-educated). The authors provide important managerial implications and policy recommendations based on the findings.